

Message Text

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73

ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 CIAE-00 INR-09 NSAE-00 RSC-01

FCC-03 OTP-02 SS-14 NSC-10 OMB-01 OPIC-12 RSR-01 /090 W
----- 052410

R 141635 Z MAR 73
FM AMEMBASSY ROME
TO USDOC WASHDC
INFO SECSTATE WASHDC 7787

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E. O. 11652: N/ A

TAGS: BEXP, BBAK, ETRD, IT

SUBJECT: POTENTIAL MAJOR FOREIGN PROJECT: CABLE TELEVISION SYSTEM

NOT FOR PUBLICATION

" BEGIN SUMMARY". STATE- CONTROLLED TELEPHONE COMPANY SIP
DESIGNING PILOT CABLE TV SYSTEM BASED ON EQUIPMENT OF JERROLD
ELECTRONICS CORPORTATION (PENNSYLVANIA). IF APPROVED, PROJECT
COULD LEAD EVENTUALLY TO CABLE TV THROUGHOUT ITALY AND
CONSIDERABLE BUSINESS FOR U. S. FIRM. ACTION REQUESTED: BRIEF
JERROLD AND INFORM EMBASSY WHETHER U. S. FIRM WISHES TO
PROVIDE INFORMATION WHICH SIP REQUESTING DIRECTLY TO COMPLETE
DESIGN. " END SUMMARY."

1. SIP DESIGNING PILOT SYSTEM AND EVALUATING CABLE TV AMONG
LONG- TERM PROJECTS WHICH COULD HELP COMPANY MAINTAIN PRESENT
LEVEL OF ACTIVITY WHEN TELEPHONE INSTALLATIONS, PROCEEDING AT ONE
MILLION UNITS ANNUALLY, SATISFY DEMAND. EMBOFF OBTAINED
INFORMATION ON PROJECT FROM OFFICER OF SIP GENERAL DIRECTORATE
AND FROM U. S. CITIZEN TECHNICIAN WHO OWNS SMALL ROME FIRM
PANTEC AND SERVES AS SIP CONSULTANT. SIP WISHES AVOID ANY
PUBLICITY UNTIL PROJECT PROCEEDS FURTHER.

2. PILOT PROJECT WOULD BE FIRST IN ITALY ASIDE FROM ONE OR TWO
SMALL INCONCLUSIVE PRIVATE ATTEMPTS WHICH LACK PROPER
AUTHORIZATION. SIP DESIGN CALLS FOR TWELVE- CHANNEL SYSTEM
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WHICH TECHNICALLY COULD SERVE 20,000 HOUSEHOLDS IN DENSELY POPULATED ROME DISTRICT, ALTHOUGH COST ANALYSIS WILL ASSUME MAXIMUM LOAD OF 10,000 SUBSCRIBERS. SYSTEM WILL COVER FOUR SQUARE KILOMETERS WITH ONE 2.7 KILOMETER TRUNK LINE FEEDING SECONDARY CABLES 750 METERS LONG.

3. SIP HAS ACCEPTED PANTEC RECOMMENDATION TO TAILOR SYSTEM TO EQUIPMENT PRODUCED OR SUGGESTED BY JERROLD ELECTRONICS

CORPORATION, GENERAL INSTRUMENTS SUBSIDIARY. A SECOND PILOT SYSTEM, ALSO UTILIZING JERROLD SPECIFICATIONS, MAY BE DESIGNED FOR SAME SIZE AREA OF LOWER DENSITY IN ROME SUBURB.

4. PILOT SYSTEM MUST BE EXAMINED BY PARENT TELECOMMUNICATIONS HOLDING COMPANY STET AND THEN WORK ITS WAY THROUGH FINANCIAL HOLDING IRI AND VARIOUS GOVERNMENT ENTITIES. SIP ANXIOUS TO HAVE PROPOSAL CONSIDERED SOON WITH OTHER STET PLANS, ALTHOUGH COMPANY ANTICIPATES APPROVAL MAY REQUIRE TWO YEARS.

5. IF PILOT PROJECT SUCCESSFUL, IT COULD LEAD TO STATE- CONTROLLED CABLE TV THROUGHOUT ITALY. SIP' S FUNCTION WOULD BE INSTALLATION. COMPANY OFFICIAL PREDICTS THAT OTHER STET FIRMS WOULD SEEK LICENSING RIGHTS TO MANUFACTURE EQUIPMENT AND THAT A STATE- CONTROLLED COMPANY WOULD RECEIVE EXCLUSIVE PROGRAMMING CONCESSION, AS ALREADY EXISTS FOR ITALIAN RADIO AND TV BROADCASTING. OFFICIAL BELIEVES THAT SUBSCRIPTIONS TO CABLE TV MIGHT BE SOLD AS OPTIONAL SUPPLEMENT TO PRESENT MANDATORY TELEVISION OWNER' S LICENSE.

6. SIP AND PANTEC ASKING JERROLD FOR TECHNICAL AND PRICE INFORMATION TO COMPLETE SPECIFICATIONS AND COST ANALYSIS OF DESIGN. COOPERATION FROM THE START COULD IN TIME BRING CONSIDERABLE BUSINESS TO U. S. FIRM IF PROJECT APPROVED. SIP EXPECTS THAT JERROLD WOULD SELL EQUIPMENT FOR FIRST PROJECT(S), POSSIBLY THROUGH PANTEC. SUCCESS IN INITIAL EFFORT COULD AFFORD SUBSTANTIAL ADDITIONAL SALES OR LICENSING OPPORTUNITIES TO U. S. FIRM FOR EXPANDED CABLE COVERAGE.

7. EMBASSY SUGGESTS THAT COMMERCE BRIEF JERROLD ON PILOT PROJECT AND INFORM US WHETHER JERROLD WISHES TO PROVIDE INFORMATION TO COMPLETE THE DESIGN. IF JERROLD DECLINES, EMBASSY WILL ASCERTAIN WHETHER SIP WANTS CONTACTS WITH ANOTHER U. S. LIMITED OFFICIAL USE

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COMPANY. DECONTROLLED FOLLOWING 3/14/1974. VOLPE

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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 MAR 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: martinjw
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973ROME02020
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: ROME
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1973/newtext/t19730326/aaaahpop.tel
Line Count: 119
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 17 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17-Sep-2001 by shawdg>; APPROVED <22 FEB 2002 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> wfs 971125
Subject: POTENTIAL MAJOR FOREIGN PROJECT: CABLE TELEVISION SYSTEM
TAGS: BBAK, BEXP, ETRD, IT
To: EB
SECSTATE WASHDC
WASHDC
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005